AMENDMENTS TO THE CLAIMS

. (Currently Amended) A method comprising:

ceiving a <u>plurality of</u> bids ~~amount~~ at a processor, each of the bids comprising a bid

amour

ssociating the received bid<u>s</u> ~~amount~~ with [[a]] time or [[a]] location factor<u>s</u> <u>and storing the</u>

bids an assoiated time or location factors in a memory;

etermining content ~~to be~~ <u>for</u> display[[ed]] based on the time or the location factor<u>s</u>;

inkir g the plurality of bids based on a comparison of the bid amounts using the processor;

~~inkir g the~~ <u>selecting</u> content <u>for display on a user terminal</u> based on the <u>ranking of the bids.</u>

~~bid-an~~ ~~int for subsequent display of the content in a rank pattern determined according to the rank~~

~~of the~~ ntent.

. (Original) The method of claim 1, wherein the content is a set of products.

. (Original) The method of claim 1, wherein the content is a set of sellers.

. (Original) The method of claim 1, wherein time is one of a date, hour of day, and day of

week.

. (Previously Presented) The method of claim 1, further comprising:

etermining an advertisement to be displayed based on a set of factors; and displaying the

adverti ment with the content.

. (Original) The method of claim 1, further comprising:

biaining a bid from a client through a web based interface.

. (Original) The method of claim 1, further comprising:

ispleying content that has a correlated location, the correlated location within a defined

Applic. on No.: 10/646,066   3   Docket No.: 578962000122

distant from a customer.

. (Or ginal) The method of claim 1, further comprising:

isplaying content that has a correlated location that is a geographic region which a custom is within.

. (Original) The method of claim 1, wherein the displaying of the content is through one of an inte ct ve television system, web appliance, computer system and wireless device.

0. (Criginal) The method of claim 9, wherein the interactive television system utilizes a simplil d navigation system.

1. (Currently Amended) A machine-readable medium that provides instructions, whic 1 when c :cuted by a machine cause the machine to perform operations comprising:

:ceiving a plurality of bids ~~amount~~ at a processor, each of the bids comprising a bid amour.

ssociating the received bids ~~amount~~ with [[a]] time or [[a]] location factors and storing the bids ar asso ;iated time or location factors in a memory;

etermining content ~~to be~~ for display[[ed]] based on the time or the location factors;

ranking the plurality of bids based on a comparison of the bid amounts using the processor;

~~ranking the~~ selecting content for display on a user terminal based on the ranking of the bids. ~~bid an int for subsequent display of the content in a rank pattern determined according to the rank of the nten~~.

2. (Original) The machine-readable medium of claim 11, wherein the content is a set of produ .

3. (Original) The machine-readable medium of claim 11, wherein the content is a set of sellers

va-138:

THIS PAGE BLANK (USPTO)